

## ORDER



**Orders**  
**Order / Rev:** 185064  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 1687 Sked C  
**Flight Dates:** 09/04/12 - 09/17/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	155	\$61,175.00	\$51,998.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	155	\$61,175.00	\$51,998.75	0.00
<b>Totals</b>	<b>155</b>	<b>\$61,175.00</b>	<b>\$51,998.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/04/12	09/10/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	MTWTF--	:30	5	\$150.00	PREE	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$150.00		0.00				
N 2	KMGH	09/11/12	09/17/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	MTWTF--	:30	5	\$225.00	P3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	MTWTF--			5		\$225.00		0.00				
N 3	KMGH	09/04/12	09/10/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	MTWTF--	:30	5	\$175.00	PREE	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$175.00		0.00				
N 4	KMGH	09/11/12	09/17/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	MTWTF--			5		\$250.00		0.00				
N 5	KMGH	09/04/12	09/17/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	MTWTF--	:30	5	\$275.00	PREE	0.00	NM	10	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--			5		\$275.00		0.00				
Week:		09/11/12	09/17/12	MTWTF--			5		\$275.00		0.00				
N 6	KMGH	09/04/12	09/17/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	MTWTF--	:30	5	\$300.00	PREE	0.00	NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 185064  
 Alt Order #:  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1687 Sked C

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	09/04/12	09/17/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A MTWTF--	:30	5	\$300.00	PREE	0.00	NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		5		\$300.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		4		\$300.00			0.00			
N 7	KMGH	09/09/12	09/16/12	ABC GMA SUN CA GMA SUN	CA	Sun GMA 6A-7A -----S	:30	1	\$75.00	PREE	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1		\$75.00			0.00			
		Week: 09/11/12	09/17/12	-----S		1		\$75.00			0.00			
N 8	KMGH	09/09/12	09/16/12	7A-8A SUN MORN NEWS CA 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	1	\$125.00	PREE	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1		\$125.00			0.00			
		Week: 09/11/12	09/17/12	-----S		1		\$125.00			0.00			
N 9	KMGH	09/16/12	09/16/12	THIS WEEK w/George SCA This Week	CA	8A-9A -----S	:30	1	\$400.00	PREE	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----S		1		\$400.00			0.00			
N 10	KMGH	09/09/12	09/16/12	9A-10A SUN MORN NEWS CA 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$150.00	PREE	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1		\$150.00			0.00			
		Week: 09/11/12	09/17/12	-----S		1		\$150.00			0.00			
N 11	KMGH	09/04/12	09/17/12	Inside Edition 9A CA Inside Edition 9A	CA	9A-930A MTWTF--	:30	3	\$350.00	P2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$350.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$350.00			0.00			
N 12	KMGH	09/04/12	09/17/12	Millionaire 930A CA Millionaire	CA	930A-10A MTWTF--	:30	3	\$375.00	P2	0.00	NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$375.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$375.00			0.00			
N 13	KMGH	09/04/12	09/17/12	The View CA THE VIEW	CA	10A-11A MTWTF--	:30	3	\$375.00	PREE	0.00	NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$375.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$375.00			0.00			
N 14	KMGH	09/04/12	09/17/12	11A-12P News/KMGH CA 11A-12P News	CA	11A-12P MTWTF--	:30	3	\$375.00	P3	0.00	NM	6	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$375.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$375.00			0.00			
N 15	KMGH	09/04/12	09/17/12	The CHEW CA The CHEW	CA	1157A-1P MTWTF--	:30	3	\$125.00	PREE	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$125.00			0.00			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$125.00			0.00			
N 16	KMGH	09/04/12	09/10/12	Good Afternoon America CA M-F 1-2PM	CA	1-2PM MTWTF--	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		3		\$250.00			0.00			
N 17	KMGH	09/11/12	09/17/12	General Hospital CA General Hospital	CA	1P-2P MTWTF--	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/11/12	09/17/12	MTWTF--		3		\$250.00			0.00			
N 18	KMGH	09/04/12	09/10/12	General Hospital CA General Hospital	CA	2P-3P MTWTF--	:30	3	\$275.00	P3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 185064  
 Alt Order #:  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1687 Sked C

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	KMGH	09/04/12	09/10/12	General Hospital General Hospital	CA	2P-3P	MTWTF--	:30	3	\$275.00	P3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		3			\$275.00			0.00			
N19	KMGH	09/11/12	09/17/12	M-F 2-3PM Rotator M-F 2-3PM Rotator	CA	2-3pm	MTWTF--	:30	3	\$175.00	PREE	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--		3			\$175.00			0.00			
N20	KMGH	09/04/12	09/10/12	Katie M-F 3-4pm Katie	CA	M-F 3-4pm	MTWTF--	:30	4	\$350.00	PREE	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		4			\$350.00			0.00			
N21	KMGH	09/11/12	09/17/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	MTWTF--	:30	4	\$400.00	P3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--		4			\$400.00			0.00			
N22	KMGH	09/04/12	09/17/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF--	:30	4	\$425.00	P2	0.00	NM	8	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		4			\$425.00			0.00			
Week:		09/11/12	09/17/12	MTWTF--		4			\$425.00			0.00			
N23	KMGH	09/09/12	09/16/12	SUN 4PM 4PM - SUN	CA	4P-430P	-----S	:30	1	\$75.00	PREE	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1			\$75.00			0.00			
Week:		09/11/12	09/17/12	-----S		1			\$75.00			0.00			
N24	KMGH	09/04/12	09/17/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF--	:30	3	\$425.00	PREE	0.00	NM	6	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		3			\$425.00			0.00			
Week:		09/11/12	09/17/12	MTWTF--		3			\$425.00			0.00			
N25	KMGH	09/09/12	09/16/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1			\$200.00			0.00			
Week:		09/11/12	09/17/12	-----S		1			\$200.00			0.00			
N26	KMGH	09/04/12	09/17/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	4	\$800.00	PREE	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		4			\$800.00			0.00			
Week:		09/11/12	09/17/12	MTWTF--		4			\$800.00			0.00			
N27	KMGH	09/04/12	09/17/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	4	\$800.00	PREE	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		4			\$800.00			0.00			
Week:		09/11/12	09/17/12	MTWTF--		4			\$800.00			0.00			
N28	KMGH	09/04/12	09/04/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$2,275.00	P3	0.00	NM	1	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	-T-----		1			\$2,275.00			0.00			
N29	KMGH	09/05/12	09/05/12	ABC Wed C ABC Wed C	CA	9P-10P	--W----	:30	1	\$2,800.00	P2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	--W----		1			\$2,800.00			0.00			
N30	KMGH	09/07/12	09/07/12	ABC Fri B ABC Fri B	CA	8P-9P	----F--	:30	1	\$1,575.00	P2	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	----F--		1			\$1,575.00			0.00			
N31	KMGH	09/09/12	09/16/12	ABC Sun D	CA	9P-10P	-----S	:30	1	\$1,050.00	PREE	0.00	NM	2	\$2,100.00

Order / Rev: 185064  
 Alt Order #:  
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1687 Sked C

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ABC Sun D		(8:00 PM-10:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	-----S		1		\$1,050.00		0.00				
Week:		09/11/12	09/17/12	-----S		1		\$1,050.00		0.00				
N32	KMGH	09/04/12	09/10/12	Nightline	CA	1037P-1103P MTWTF--	:30	3	\$350.00	PREE	0.00	NM	3	\$1,050.00
				Nightline										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--		3		\$350.00		0.00				
N33	KMGH	09/11/12	09/17/12	Nightline	CA	1037P-1103P MTWTF--	:30	3	\$525.00	P3	0.00	NM	3	\$1,575.00
				Nightline										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	MTWTF--		3		\$525.00		0.00				
N34	KMGH	09/08/12	09/15/12	10P NEWS - SAT	CA	10P-1037P -----S-	:30	1	\$300.00	P3	0.00	NM	2	\$600.00
				10P NEWS (SAT)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	-----S-		1		\$300.00		0.00				
Week:		09/11/12	09/17/12	-----S-		1		\$300.00		0.00				
N35	KMGH	09/04/12	09/17/12	10P NEWS - M-F/SU	CA	10P-1037P MTWTF-S	:30	3	\$500.00	PREE	0.00	NM	6	\$3,000.00
				10P NEWS (M-F/SU)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF-S		3		\$500.00		0.00				
Week:		09/11/12	09/17/12	MTWTF-S		3		\$500.00		0.00				
N36	KMGH	09/04/12	09/17/12	Jimmy Kimmel	CA	11:03P-12:07A MTWTF--	:30	3	\$150.00	PREE	0.00	NM	6	\$900.00
				Jimmy Kimmel										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/04/12	09/10/12	MTWTF--		3		\$150.00		0.00				
Week:		09/11/12	09/17/12	MTWTF--		3		\$150.00		0.00				
												Totals	155	\$61,175.00